

November 29, 2000

**TO:** Mayor and City Council

**FROM:** John Lettelleir, Director of Planning

**SUBJECT:** Results of the Planning & Zoning Meeting November 28, 2000

**The following item is scheduled for the December 5, 2000 City Council Meeting**

**Public Hearing:** Zoning Case Z2000-65

**Applicant(s):** Hall Phoenix/Inwood and Hall Financial Group, Ltd.

**DESCRIPTION:**

A request to amend Planned Development-59 on 175.0± acres on the southwest corner of Dallas North Tollway and Warren Parkway. Neighborhood #45.

**APPROVED:** 6-0 **DENIED:** \_\_\_\_\_ **TABLED:** \_\_\_\_\_

**RECOMMENDATION:**

Recommended for approval subject to the following planned development standards:

Directional Signs

Definition – The following definitions and requirements shall replace the definition and requirements for directional signs afforded by Comprehensive Zoning Ordinance No. 00-11-01, Article IV, Section 8.13(C)(1).

- a. *Primary Directional:* A directional sign providing property wide directional information and office park identity.
- b. *Secondary Directional:* A directional sign providing “regional” directional information and office park identity.
- c. *Tertiary Directional:* A directional sign providing “local” directional information and office park identity.

Size

a. *Primary Directional*: Not to exceed eight (8) feet nine (9) inches in height and fifty-eight (58) square feet per sign face.

*Secondary Directional*: Not to exceed six (6) feet six (6) inches in height and thirty-four (34) square feet per sign face.

c. *Tertiary Directional*: Not to exceed four (4) feet three (3) inches in height and sixteen (16) square feet per sign face.

Location – Minimum front yard setback is fifteen (15) feet from back of curb.

Other conditions –

Sign quantities are as follows:

*Primary Directional*: Shall be located adjacent to public thoroughfares to provide property wide directional information. Primary directional signs shall be located at the intersections of Gaylord Parkway and Network Boulevard, Gaylord Parkway and Communications Path, and Network Boulevard and Internet Boulevard only.

*Secondary Directional*: Shall be located adjacent to public thoroughfares to provide “regional” directional information. A maximum of two secondary directional signs (one sign for each side of the street) may be located along the portion of street located between streets intersecting with the street on which the sign is located.

3. *Tertiary Directional*: Shall be located on individual lots to provide “local” directional information. A maximum of three (3) tertiary directional signs are permitted per lot.

Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

## Monument Signs

Definition – The following definitions and requirements shall replace the definition and requirements for monument signs afforded by Comprehensive Zoning Ordinance No. 00-11-01, Article IV, Section 8.13(D)(1). Berms, plant boxes, or other methods to increase the height of the sign shall be included in the height of the sign.

*Office Park Identity*: A monument sign displaying the office park identity and its identity symbol only.

*Building Identity*: A monument sign displaying the building identity, tenant identities and office park identity symbol.

*Sculpture Garden Identity*: A monument sign displaying the sculpture garden identity and including a sculpture location map designed and placed for pedestrian traffic visibility.

#### Size –

- a. *Office Park Identity:* Not to exceed seven (7) feet in height and one hundred ninety-five (195) square feet per sign face.
- b. *Building Identity:* Not to exceed five (5) feet in height and forty (40) square feet per sign face.
- c. *Sculpture Garden Identity:* Not to exceed six (6) feet in height and fifty-three (53) square feet per sign face.

Location – Minimum front yard setback is fifteen (15) feet from back of curb.

#### Other conditions –

*Office Park Identity:* Two (2) office park identity monuments shall be permitted within the planned development.

*Building Identity:* Two (2) building identity monuments are permitted per lot.

*Sculpture Garden Identity:* A maximum of one sculpture garden identity sign is permitted per sculpture garden.

Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

#### Miscellaneous Signs

#### Definitions -

*Street Identity:* A monument sign displaying the street identity and office park identity symbol.

*Sculptures:* Any sculptures to be constructed in the right-of-way will require City Council review and approval. In addition, a maintenance and indemnification agreement must be executed between the developer and the City of Frisco.

#### Size –

*Street Identity:* Not to exceed eleven (11) feet in height and seventy-two (72) square feet per sign face. Message panel shall not exceed nine (9) square feet per sign face with the balance of square footage being base and decorative elements.

*Sculptures:* Subject to City Council review and approval.

#### Location -

- a. *Street Identity:* Shall be located at intersections of public streets or ways in locations approved by the City.

Other conditions –

Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

DM/sg

cc: Larry Levey 972-377-6694  
Kirk Williams 214-745-5864  
Frank Jaromin  
Donnie Mayfield  
Mack Borchardt

**Agenda No.:** 9

**Public Hearing:** Zoning Case Z2000-65

**Applicant(s):** Hall Phoenix/Inwood and Hall Financial Group, Ltd.

**Description:**

A request to amend Planned Development-59 on 175.0± acres on the southwest corner of Dallas North Tollway and Warren Parkway. Neighborhood #45.

**Remarks:**

This is a request to amend Planned Development-59 on 175.0± acres on the southwest corner of Dallas North Tollway and Warren Parkway. The proposed planned development standards are:

Directional Signs

1. Definition – The following definitions and requirements shall replace the definition and requirements for directional signs afforded by Comprehensive Zoning Ordinance No. 00-11-01, Article IV, Section 8.13(C)(1).
  - a. *Primary Directional:* A directional sign providing property wide directional information and office park identity.
  - b. *Secondary Directional:* A directional sign providing "regional" directional information and office park identity.
  - c. *Tertiary Directional:* A directional sign providing "local" directional information and office park identity.
2. Size
  - a. *Primary Directional:* Not to exceed eight (8) feet nine (9) inches in height and fifty-eight (58) square feet per sign face.
  - b. *Secondary Directional:* Not to exceed six (6) feet six (6) inches in height and thirty-four (34) square feet per sign face.
  - c. *Tertiary Directional:* Not to exceed four (4) feet three (3) inches in height and sixteen (16) square feet per sign face.
2. Location – Minimum front yard setback is fifteen (15) feet from back of curb.
3. Other conditions –
  - a. Sign quantities are as follows:

1. *Primary Directional*: Shall be located adjacent to public thoroughfares to provide property wide directional information. Primary directional signs shall be located at the intersections of Gaylord Parkway and Network Boulevard, Gaylord Parkway and Communications Path, and Network Boulevard and Internet Boulevard only.
  2. *Secondary Directional*: Shall be located adjacent to public thoroughfares to provide "regional" directional information. A maximum of two secondary directional signs (one sign for each side of the street) may be located along the portion of street located between streets intersecting with the street on which the sign is located.
  3. *Tertiary Directional*: Shall be located on individual lots to provide "local" directional information. A maximum of three (3) tertiary directional signs are permitted per lot.
- b. Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

#### Monument Signs

1. Definition – The following definitions and requirements shall replace the definition and requirements for monument signs afforded by Comprehensive Zoning Ordinance No. 00-11-01, Article IV, Section 8.13(D)(1). Berms, plant boxes, or other methods to increase the height of the sign shall be included in the height of the sign.
  - a. *Office Park Identity*: A monument sign displaying the office park identity and its identity symbol only.
  - b. *Building Identity*: A monument sign displaying the building identity, tenant identities and office park identity symbol.
  - c. *Sculpture Garden Identity*: A monument sign displaying the sculpture garden identity and including a sculpture location map designed and placed for pedestrian traffic visibility.
2. Size –
  - a. *Office Park Identity*: Not to exceed seven (7) feet in height and one hundred ninety-five (195) square feet per sign face.
  - b. *Building Identity*: Not to exceed five (5) feet in height and forty (40) square feet per sign face.
  - c. *Sculpture Garden Identity*: Not to exceed six (6) feet in height and fifty-three (53) square feet per sign face.
3. Location – Minimum front yard setback is fifteen (15) feet from back of curb.
4. Other conditions –
  - a. *Office Park Identity*: Two (2) office park identity monuments shall be permitted within the planned development.
  - b. *Building Identity*: Two (2) building identity monuments are permitted per lot.
  - c. *Sculpture Garden Identity*: A maximum of one sculpture garden identity sign is permitted per sculpture garden.
  - d. Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

### Miscellaneous Signs

1. Definitions -
  - a. *Street Identity*: A monument sign displaying the street identity and office park identity symbol.
  - b. *Sculptures*: Any sculptures to be constructed in the right-of-way will require City Council review and approval. In addition, a maintenance and indemnification agreement must be executed between the developer and the City of Frisco.
2. Size –
  - a. *Street Identity*: Not to exceed eleven (11) feet in height and seventy-two (72) square feet per sign face. Message panel shall not exceed nine (9) square feet per sign face with the balance of square footage being base and decorative elements.
  - b. *Sculptures*: Subject to City Council review and approval.
3. Location -
  - a. *Street Identity*: Shall be located at intersections of public streets or ways in locations approved by the City.
4. Other conditions –
  - a. Where sign illumination is provided, said illumination shall be fully shielded, in-grade floodlights, which emit pin-pointed light only.

Zoning and land use of the surrounding properties are as follows:

Direction	Land Use	Zoning	Comprehensive Plan
North	Undeveloped	Planned Development-29 for office, retail, and commercial uses	Office and Single-Family Residential
East	Undeveloped	Planned Development-25 for office, retail, and commercial uses	Office
South	Single-Family Homes	Planned Development-59 and Outside of City Limits	Single-Family Residential
West	Single-Family Homes	Planned Development-30-Single-Family and Outside of City Limits	Single-Family Residential

### Conformance to the Comprehensive Plan

**Future Land Use Plan** -- The Future Land Use Plan designates office uses for this property. The current land uses on the property and the existing zoning comply with the Future Land Use Plan.

**Thoroughfare Plan** -- The Thoroughfare Plan shows Warren Parkway, a six-lane divided thoroughfare, and the Dallas North Tollway bordering the request to the north and east. In addition, the Thoroughfare Plan shows Gaylord Parkway, also a six-lane divided thoroughfare, extending through the property. Right-of-way has been dedicated for these thoroughfares.

**Environmental Considerations** -- The City's environmental analyses contained within the Comprehensive Plan identify soils on the property, which may be unsuitable for development. Unsuitable soils can generally be overcome with sound engineering practices. The analyses do not identify slopes, floodplain and wetlands, or sensitive habitats on the property which are unsuitable for development.

**Access** -- Access to the property is provided from Warren Parkway, the Dallas North Tollway, and Gaylord Parkway. In addition, Network Boulevard and Internet Boulevard, two collector streets within Hall Office Park, will provide additional access to the property.

**Water and Sanitary Sewer Services** -- Water and sanitary sewer services have been extended to the property with the development of several office buildings on the property.

**Schools** -- Elementary schools are generally not appropriate adjacent to major thoroughfares or in a commercial setting, because of the increased traffic in these areas. A high school is located at the southeast corner of Stonebrook Parkway and the Dallas North Tollway. High schools are preferred on a major thoroughfare, because many students drive to school.

**Parks** -- Neighborhood parks are not generally provided in non-residential locations.

**Planned Development Zoning** -- The Comprehensive Plan recommends that the City should be extremely judicious in the consideration and approval of planned developments. Planned Developments should generally be used to achieve the following:

- Preserve topography, vegetation and/or open space

This planned development request pertains only to signage on the property. *(The existing planned development standards for Planned Development-59 require a minimum of seven percent of the net area of each lot to be maintained as open space.)*

- Carry out specific goals of the Comprehensive Plan or other special studies

The Comprehensive Plan encourages significant office and corporate developments to be located along the Dallas North Tollway and S.H. 121. The Hall Office Park has become a signature development in the City of Frisco.

- Provide flexible development standards when appropriate, not to reduce development standards

Planned developments may be used to amend requirements that pertain to land uses, density, lot area, lot width, lot depth, yard depths and widths, building height, building elevations, coverage, floor area ratio, parking, access, screening, landscaping, accessory buildings, signs, lighting, project phasing or scheduling, management associations, and other requirements the City Council and Planning and Zoning Commission may deem appropriate. Planned Development-59 specifies permitted land uses, development requirements, and development standards including, but not limited to, building height, lot size, setbacks, building materials, and open space. Planned Development-59 does not



regulate signage. The applicant is requesting to modify directional and monument sign requirements to better serve visitors to the property.

Directional Signs				
Type	Size	Height	Location	Quantity
<b>Standard Directional Sign</b>	3 square feet	30 inches	On the lot for which the sign provides direction	2 per lot
<b>Proposed Primary Directional</b>	58 square feet (32 square feet of message)	8 feet 9 inches	15 feet from back of curb at designated intersections	At designated intersections only  (a total of 3)
<b>Proposed Secondary Directional</b>	34 square feet (18 square feet of message)	6 feet 6 inches	15 feet from back of curb adjacent to internal thoroughfares	1 for each side of a street between streets intersecting with the street on which the sign is located
<b>Proposed Tertiary Directional</b>	16 square feet (9 square feet of message)	4 feet 3 inches	15 feet from back of curb	3 per lot
Monument Signs				
Type	Size	Height	Location	Quantity
<b>Standard Monument Sign</b>	80 square feet	8 feet	15 feet from property line	2 per lot
<b>Proposed Office Park Identity</b>	195 square feet	7 feet	15 feet from back of curb	2 for entire development
<b>Proposed Building Identity</b>	40 square feet (35 square feet of message)	5 feet	15 feet from back of curb	2 per lot
<b>Proposed Sculpture Garden Identity</b>	53 square feet	6 feet	15 feet from back of curb	One per sculpture garden

A number of multi-story and multi-tenant office buildings have been constructed on this property within the last three years. The magnitude of this development (175.0± acres) and the high concentration of buildings are characteristics appropriate for a planned development, which creates a signage concept specific to the property.

The comparison of size, height, and quantity of the directional signs is not representative. The size of a typical lot containing a restaurant or bank is approximately one acre, while the size of the average lot within Hall Office Park is approximately eight acres. The larger lots containing multi-story office buildings with multiple tenants generate the need for an increase in size and number of directional signs. In addition, while the sign code defines directional signs as signs which provide on-site direction to pedestrian and vehicular traffic regarding entrances, exits, one-way driveways, parking areas, or drive-thru facilities on a single lot, the proposed primary and secondary directional signs are intended to provide direction throughout the entire Hall Office Park development. Staff feels that the larger individual lots, the large scale of the development, and the high concentration of buildings provide justification for the proposed directional signs.

The size of the proposed office park identity monument sign is significantly larger than those signs permitted by current ordinance. The area of a sign is determined by multiplying the height times the width. Because the sign has a unique curvilinear shape, the total area of the sign is misleading. The sign occupies significantly less than the specified maximum area. The scale of the development also lends itself to a larger sign. While buildings in a typical retail setting are one story in height; buildings in the Hall Office Park range from two to eight stories in height with the ability to construct buildings of up to 28 stories on specific areas of the property. The applicant is also requesting the ability to construct an additional monument sign on some properties to identify sculpture gardens.

An alternative process to modify the sign requirements would have been to request a variance from the Board of Adjustment. Due to the number of platted lots involved in the request, staff and the applicant felt that a planned development would be more appropriate than requesting multiple variances.

### **Recommendation:**

Recommended for approval subject to the following planned development standards:

#### Directional Signs

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